



## News Release

**For Immediate Release:**

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### SAFE KIDS Fest 2005:

### “Follow the Leader...Safety Starts with You”

(Farmington, Utah) – The Davis County SAFE KIDS Coalition highlights the importance of adult role models in childhood injury prevention during their Fifth Annual SAFE KIDS Fest. The Fest will be held on Saturday, May 21, 2005, 10 a.m. to 2 p.m., at Barnes Park (200 N. 900 W.) in Kaysville City.

This free interactive event will inform parents, caregivers, and children about staying safe. Various activities will be held during the day such as Utah Highway Patrol and Life Flight helicopter landings, life safety house, blow up slide, food, and more than 45 other community booths. There will be 250 free bike helmets distributed along with several other free prizes.

According to Davis County Health Department’s director, Lewis Garrett, SAFE KIDS Fest is held during National SAFE KIDS Week to stress the significance of preventing unintentional childhood injury. “This year’s theme, ‘Follow the Leader...Safety Starts with You’ reflects how adult role modeling has proven to be an important factor in reducing the number one killer of kids – preventable childhood injuries,” Garrett said.

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Lead Agency:

Davis Co. Health Dept.

Health Promotion

Coalition Members:

Centerville Police Dept.

Clearfield Police Dept.

Clinton Police Dept.

Davis Co. Head Start

Davis Hospital and

Medical Center

Davis School District

Davis Co. Sheriff's

Office

Davis Co. Youth Council

Farmington Police Dept.

Kaysville Police Dept.

KIDGUARD

Layton Fire Department

Layton Wal-Mart

Region 3 PTA

Sunset City Fire Dept.

St. Marks Family

Medicine

Utah Highway Patrol

Utah Highway Safety

Office

Wee Care Pediatrics

Young Automotive Group

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“Adults play an important role in the lives of children,” said Cpl. Dave Pollard, Davis County SAFE KIDS Coalition member, Kaysville Police Department. “For instance, when a child rides a bike with an adult who wears a helmet, 67 percent of the time the child also wears a helmet. Compare this to only 50 percent of children will be wearing a helmet when riding with an adult without a helmet,” he said.

“Various activities planned for the SAFE KIDS Fest demonstrate how parents and caregivers can model safe behavior as pedestrians, while riding bikes, in motor vehicles, and around water,” Pollard said.

This year’s Fest sponsors include: Layton Wal-Mart, Davis Hospital and Medical Center, Davis County Health Department, KSOP, and the National SAFE KIDS Campaign.

For more information about the Fifth Annual SAFE KIDS Fest, contact Jeri Boren at 451-3395.

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*Davis County SAFE KIDS Coalition is part of the National SAFE KIDS Campaign, the first and only national nonprofit organization dedicated solely to the prevention of unintentional childhood injuries - the number one killer of children age 14 and under. More than 300 state and local SAFE KIDS Coalitions in all 50 states, the District of Columbia and Puerto Rico make up the Campaign.*